

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims

Claim 1 (currently amended): An interactive method for substituting replacement radio commercials in place of a plurality of broadcast radio ~~commercials~~ commercial streams on an Internet radio program broadcast by a radio station to an Internet hosting service based on user preferences indicating demographic, and personal preferences, comprising the steps of:

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- (a) generating a plurality of replacement radio commercials streams of various predetermined time lengths, whereby each replacement radio commercial has an associated time length;
 - (b) digitizing said replacement radio commercials streams and said associated time lengths;
 - (c) storing in an array said digitized replacement radio commercials streams and said associated time lengths, said array stored at an Internet service provider;
 - (d) maintaining user demographic information and user preferences;
 - ~~(de)~~ marking each of said broadcast radio commercials streams with a digital marker by said radio station, said digital marker indicating the start and duration time of said broadcast radio commercial within said Internet radio program;
 - ~~(ef)~~ transmitting said marked Internet radio program stream to said Internet hosting service;
 - ~~(fg)~~ receiving of said marked Internet radio program stream by said Internet hosting service;
 - ~~(gh)~~ examining of said marked Internet radio program stream by said Internet hosting service;
 - ~~(hi)~~ detecting a digital marker of a commercial on said received Internet broadcast program stream;
 - ~~(ij)~~ reading the duration time, of said commercial, from said detected digital marker;
 - ~~(jk)~~ comparing said read duration time with said associated time lengths stored in said array;

(~~kl~~) selecting from said array a digitized replacement radio commercial having an associated time length equal to said read duration time to match said demographic information and said user preferences with said replacement commercial stream having an associated time length equal to said real duration time;

(~~lm~~) substituting said selected digitized replacement radio commercial stream in place of said broadcast commercial stream; and

(~~mn~~) repeating steps (h) through (l) until the end of said Internet radio program, whereby the listener of said Internet radio program stream receives an edited program stream having one or more replacement radio commercials streams substituted in place of said broadcast radio commercials.

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Claim 2 (currently amended): A method as recited in claim 1 wherein said marking of broadcast radio commercial streams is performed by a radio station computer system, such as a broadcast automation system.

Claim 3 (currently amended): A method as recited in claim 2 wherein the audio stream of the radio station is digitized into packets bearing sequential serial numbers, and said marking of broadcast commercials streams by marking the start time and duration of the commercial identifies the audio packet serial numbers constituting the beginning and duration of the audio commercial to be replaced.

Claim 4 (currently amended): A method as recited in claim 1 wherein the Internet hosting service maintains commercial type information for targeting ads to consumers, and user demographic information, and matches said user demographics and personal preferences to said commercial type for selecting a commercial targeted to said user.

Claims 5-6 (canceled).

Claim 7 (currently amended): An interactive system for substituting broadcast ~~commercials~~ commercial streams of an Internet radio program stream, with replacement commercials streams, comprising:

(a) radio station means for marking said broadcast commercials streams of said Internet radio program with a mark, said mark indicating the start and time duration of said broadcast commercial stream;

(b) input server means for receiving said marked Internet radio program stream by an Internet hosting service;

401 (c) commercial storage means of said Internet hosting service for storing a plurality of digitized radio commercials streams and user preferences;

(d) central processor means for selecting one of said digitized radio commercials from said commercial storage means matching said user preferences;

(e) marker decoder means for decoding said mark, said mark being supplied to said central processor;

(f) comparison means to select a digitalized radio commercial stream in place of said broadcast commercial stream;

(fg) central processor mixing means for generating an edited radio program stream by substituting said selected digitized radio commercial streams in place of said broadcast commercial stream; and

(gh) output server means for transmitting said edited radio program stream to a user.

Claim 8 (original): A system as recited by claim 7 wherein said commercial storage means further stores commercial type.

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Claim 9 (currently amended). A system as recited by claim 7 further comprising user profile storage means for storing individual user ID and user demographics, whereby said central processor employs said user ID to match said user demographics and said user preferences to said commercial type for selecting a commercial targeted to said user.

Claims 10-12 (canceled)
